

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 961890 /		<u>Alt Order #</u> 06364302
<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 31	KOAT	11/05/12	11/05/12	The View 10-11a	10-11a		:30			NM	2	\$900.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$450.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KOAT	11/05/12-11/11/12		The View 10-11a	10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
2	KOAT	11/05/12-11/11/12		The View 10-11a	10-11a	M-----	:30		\$450.00	NM		
See MG 31.3,31.4												
3	KOAT	11/04/12-11/04/12		Su 6a A7N More in the AM	6-9a	-----Su	:30		\$800.00	NM		
Ⓜ MG for 31.1,31.2												
4	KOAT	11/04/12-11/04/12		CASTLE SUN LF	1205-105A	-----Su	:30		\$100.00	NM		
Ⓜ MG for 31.1,31.2												
E 33	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1	\$250.00
Class of Time - Fixed Non Pre-emptible												
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$250.00			
E 34	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
E 36	KOAT	11/05/12	11/06/12	Dr Oz	4-5p		:30			NM	2	\$1,250.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$675.00			
E 37	KOAT	11/05/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$1,100.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00			
E 39	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$1,300.00
Class of Time - Fixed Non Pre-emptible												

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<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> Issue	<u>Estimate #</u> 313 REFORM NM NOW #;
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 11/02/12 / 11/02/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,300.00			
E 40	KOAT	11/05/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$1,100.00			
E 42	KOAT	10/29/12	11/06/12	Good Morning America	7-9a		:30			NM	13	\$11,050.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$850.00			
Week:		11/05/12	11/11/12	MT-----				8	\$850.00			
E 43	KOAT	11/05/12	11/05/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	2	\$950.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$475.00			
Totals											131	\$106,950.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03
Totals	131	\$106,950.00	\$90,907.50	\$6,363.53	\$97,271.03

Signature: _____ **Date:** _____

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<u>Product</u> Issue		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 313 REFORM NM NOW
<u>Advertiser</u> Reform New Mexico Now		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 51	<u>Product Code</u> 104
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		Class of Time - Pre-emptible with notice										
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Reform New Mexico Now	11/01/12 / 11/01/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$475.00			
N 55	KOAT	11/04/12	11/04/12	NYC Marathon	2-4pm		:30			NM	1	\$550.00
Class of Time - Fixed Non Pre-emptible												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$550.00			
Totals											131	\$106,950.00

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